



Agriculture and tourism in South Tyrol – synergies and conflicts

Bolzano, 15 May 2025

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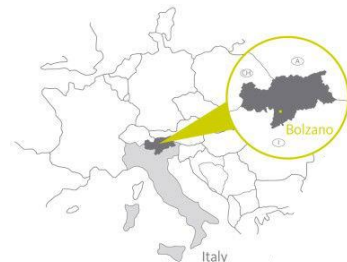
Christian Fischer, Prof Dr

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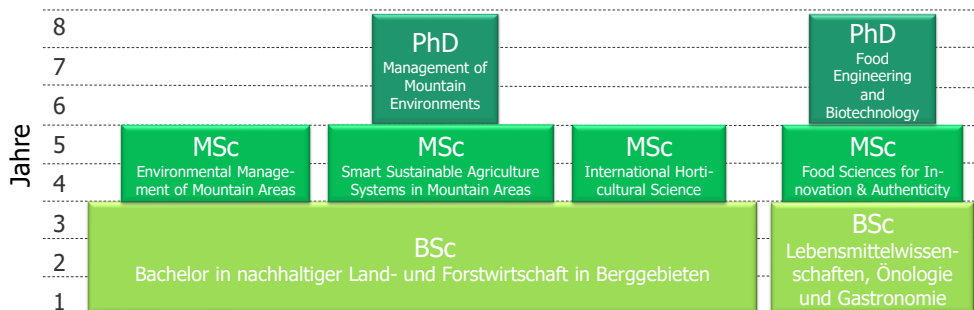
1997	foundation
3	languages
5	faculties
3	campuses
4,000	students
600	academics



The faculty



Study programmes



Agriculture and tourism in South Tyrol – synergies and conflicts

Background

Status quo

Income generation

Sustainability

Conclusions



Role of agritourism in the full agriculture-tourism spectrum



- ▶ To contribute to a better understanding of the economic significance of agritourism among the full range of sector linkages between agriculture and tourism
- ▶ Theoretical and empirical approach
- ▶ Sector rather than firm/farm level view

Background studies

Scientific evidence

Open Access. 2018. 4: 144-152

Research Article

Christian Fischer*

Agriculture and tourism sector linkages: Global relevance and local evidence for the case of South Tyrol

Received: April 20, 2018; Accepted: August 16, 2018

Abstract: The perception of agriculture, i.e., common cultural connection between farmers and non-farm visitors, is seen as a vital development sphere in rural areas. In addition to agriculture, this article studies the various intersectoral linkages between the agriculture and tourism sectors. The theory of tourism development and the concept of tourism development are used to analyze the role of agriculture in tourism development. The empirical evidence is based on a qualitative analysis of the tourism sector in South Tyrol, a north Italian province with significant agricultural and tourism sectors. By using primary data from 2011 and secondary data with additional agricultural stakeholders, a comprehensive overview of the tourism sector is provided. The results show that the tourism sector is not a separate sector, but rather a sector that is integrated into the tourism sector. In addition, the results show that the tourism sector is not a separate sector, but rather a sector that is integrated into the tourism sector.

Keywords: agriculture, agricultural trade, economics, tourism, rural areas

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Differences in sustainability outcomes between agritourism and non-agritourism farms based on robust empirical evidence from the Tyrol/Trentino mountain region

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ARTICLE INFO

ABSTRACT

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How tourists change farms: The impact of agritourism on organic farming adoption and local community interaction in the Tyrol-Trentino mountain region

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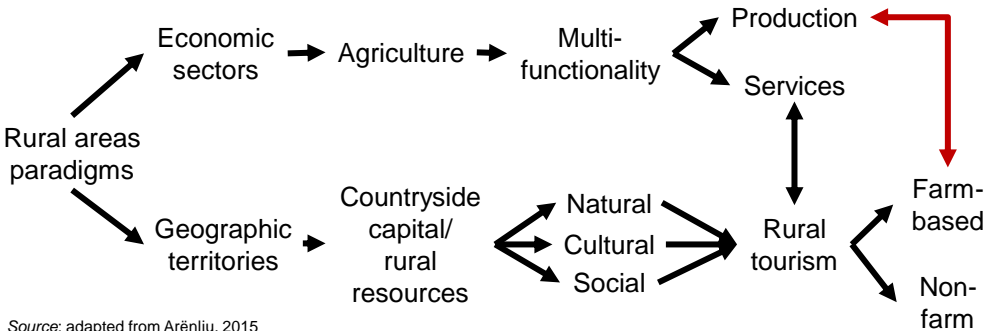
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Background

Farm-based tourism in context



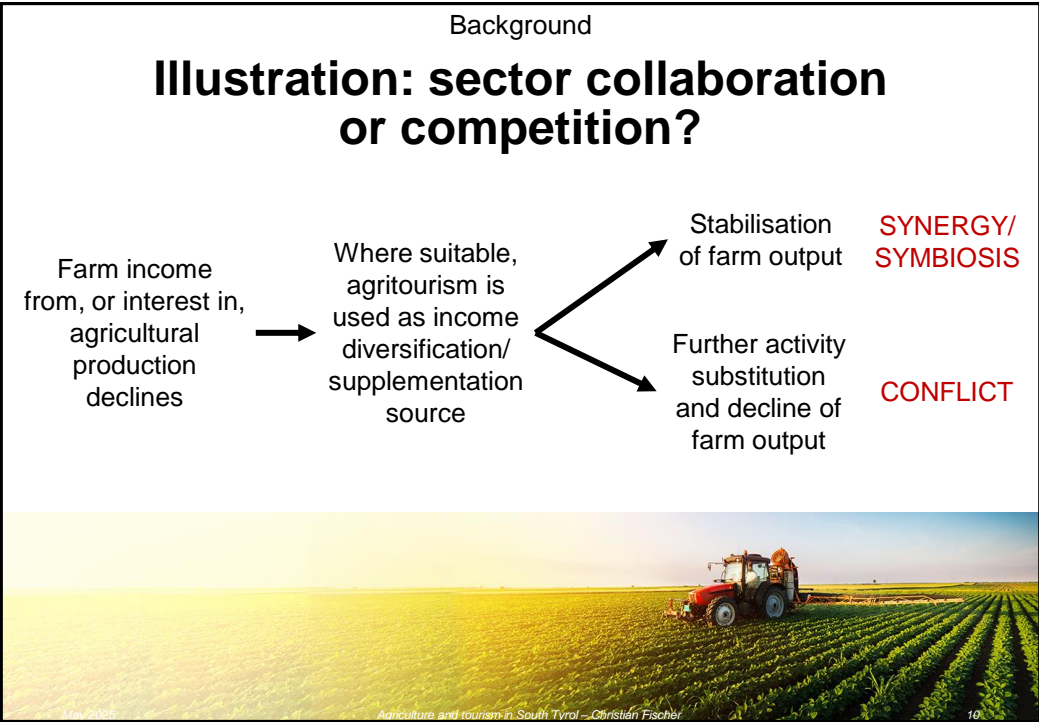
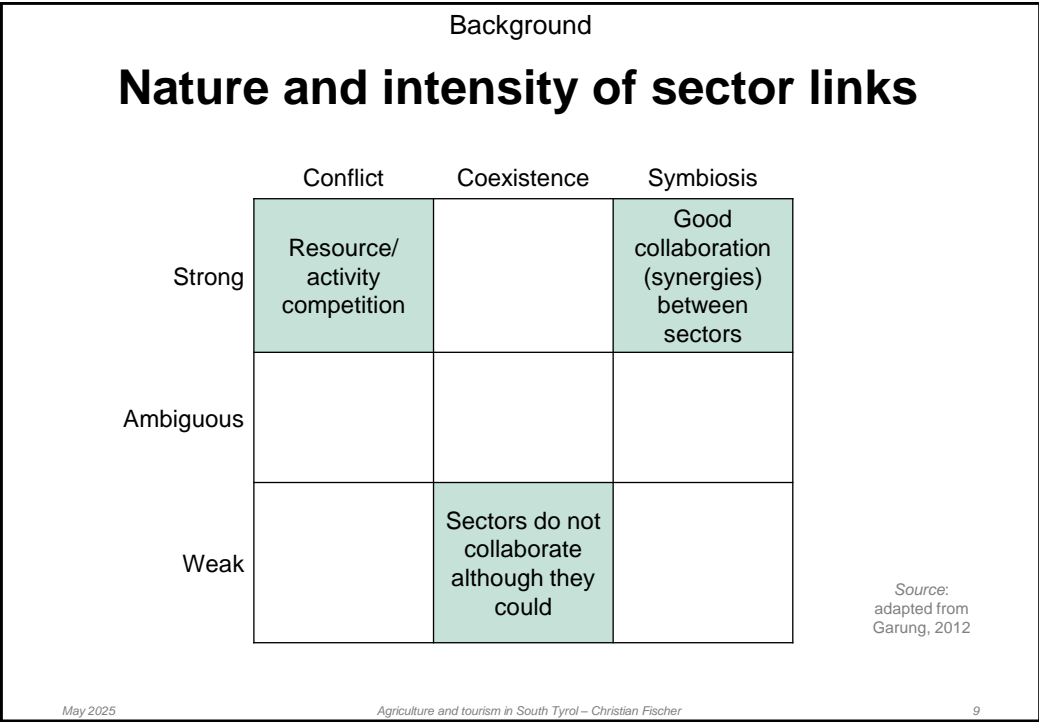
Source: adapted from Arénliu, 2015



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Background

Farmer-tourist transactions in detail

Indirect

(no personal contact)

Food etc. deliveries

- ▶ directly to tourism industry (e.g., fruit & vegetables, eggs)
- ▶ via food processing industry (e.g., dairy products, meat)

Direct

(personal contact between farmers and tourists)

Events/markets

- ▶ Product sales
- ▶ Service sales (e.g., music, dances)

Farm visits

- ▶ Product sales
- ▶ Service sales
 - catering
 - sight seeing
 - education & training

Farm stays

- ▶ Service sales
 - accommodation
 - catering
 - sight seeing
 - edu & training
- ▶ Product sales

Source: adapted from Arénliu, 2015



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Local relevance

The South Tyrolean agriculture and tourism economy, 2021



Source: ASTAT, ISTAT statistical offices,
WIFO trade chamber institute

► Province

- population: 536,000 (**0.9% of Italian**) people
- GDP: €24 billion (**1.3% of national GDP**)
- exports: €6.0 billion (25% of province GDP)
- imports: €5.0 billion (21% of province GDP)

► Agriculture

- GDP: €1 billion (**4% of province GDP**)
- exports: €0.7 billion (**12% of province exports**)
- imports: €0.2 billion (4% of province imports)
- employment: **6% of province jobs**

► Tourism (hospitality industry)

- GDP: €2.6 billion (**11% of province GDP**)
- employment: **11% of province jobs**

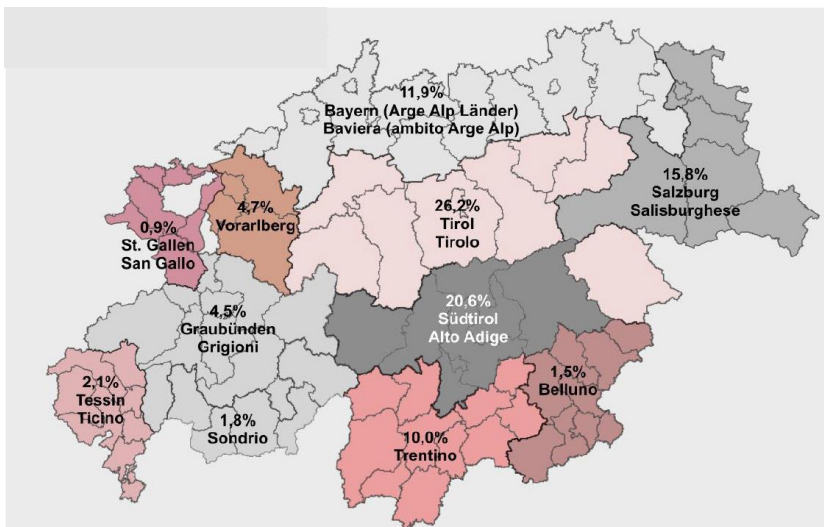
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Tourism in the Alps (1)

South Tyrol = second highest overnight shares in 2022

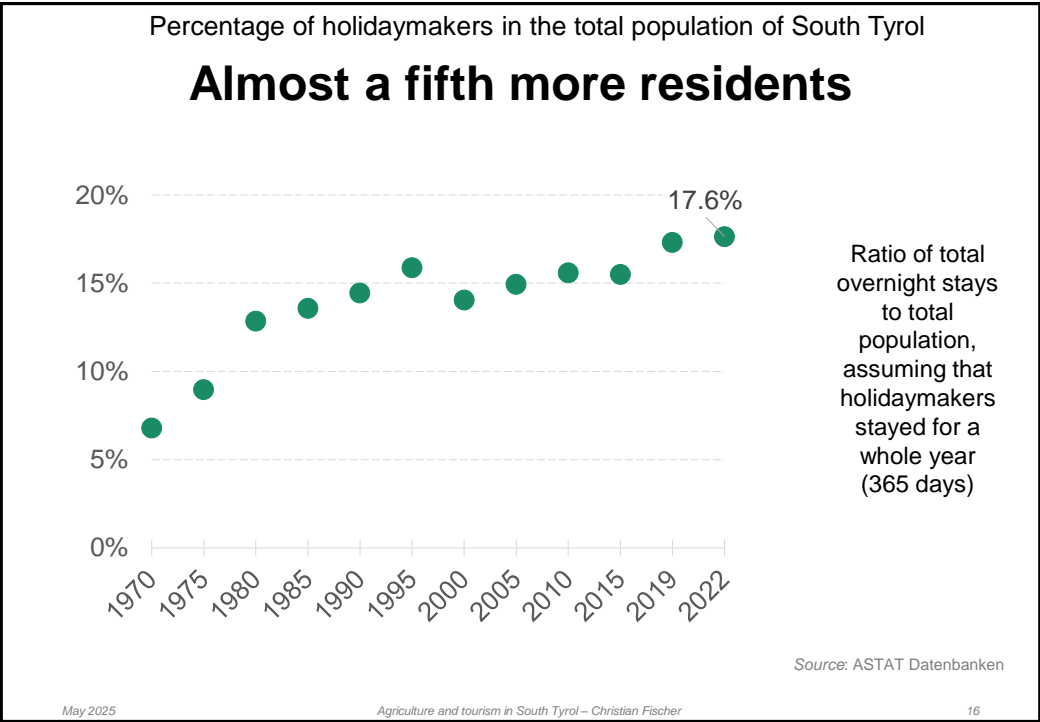
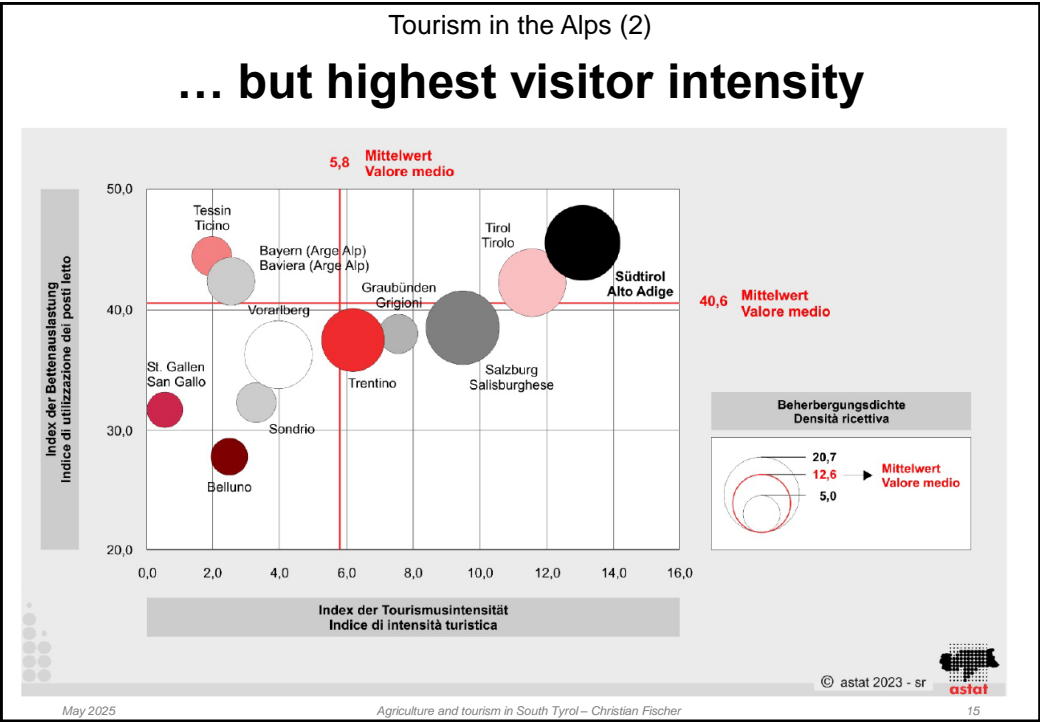


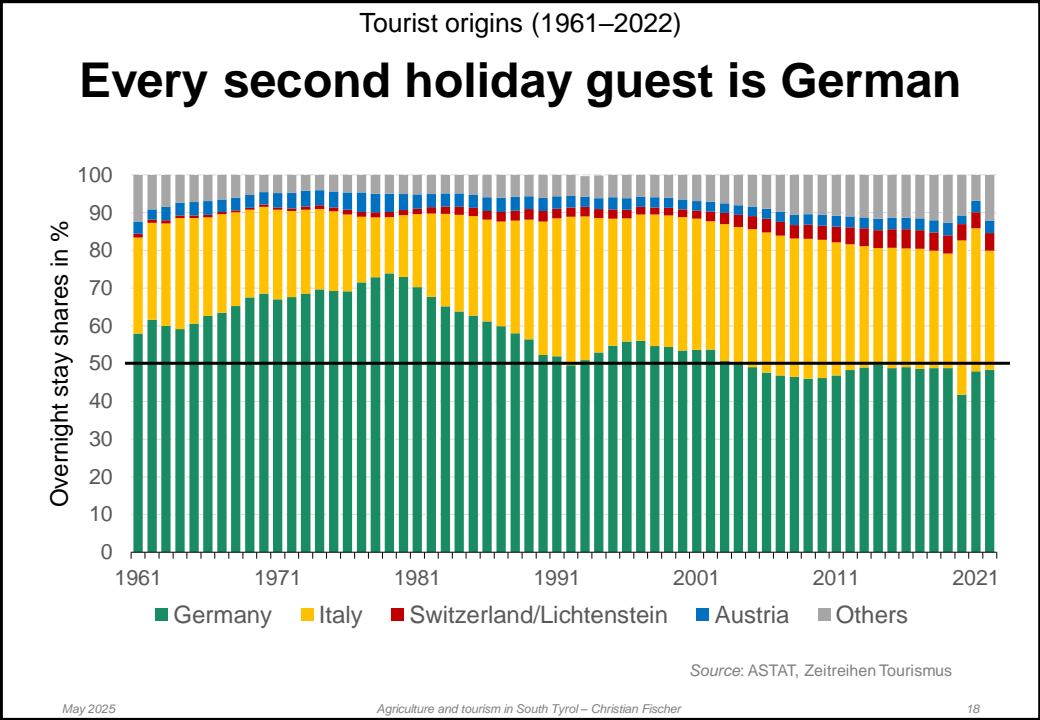
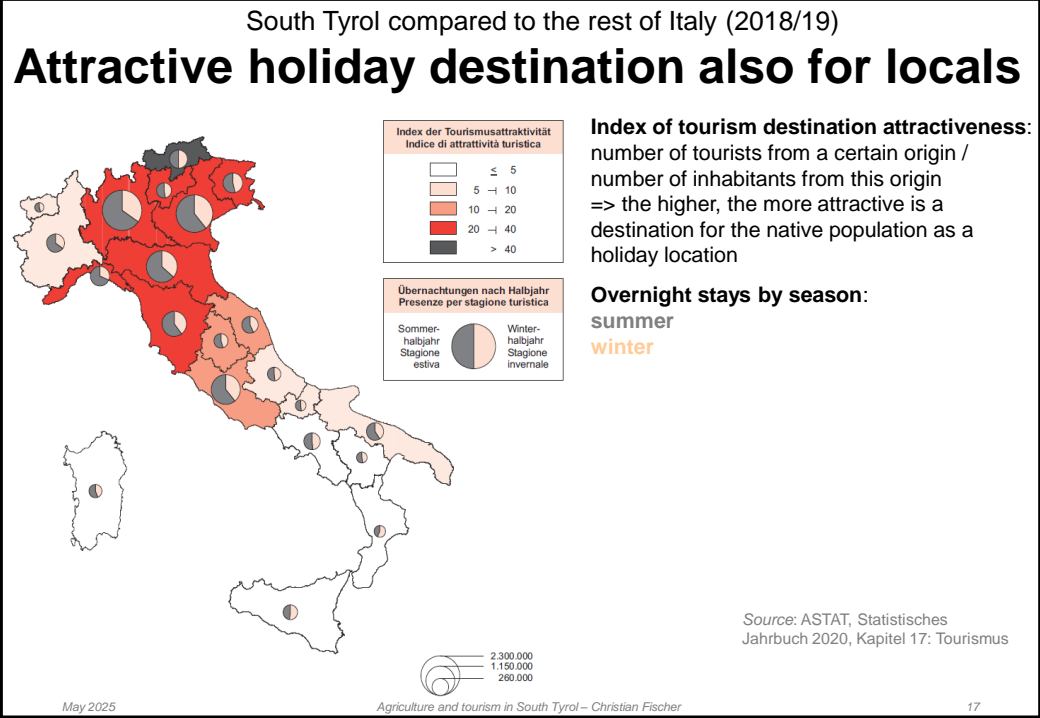
Quelle:
ASTAT 2023

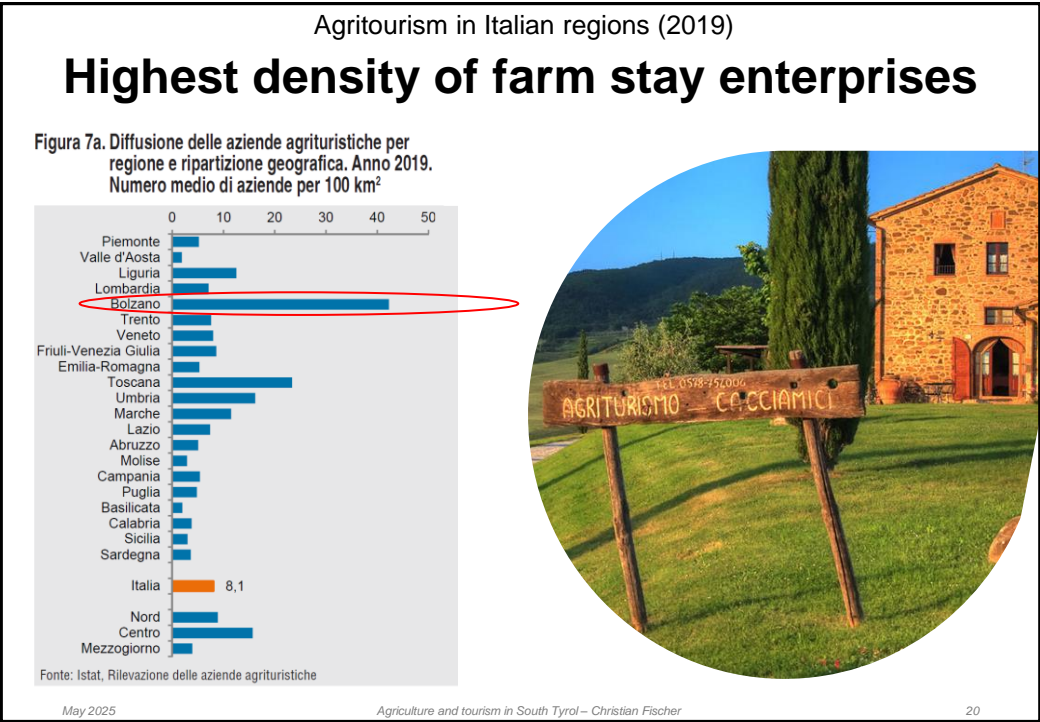
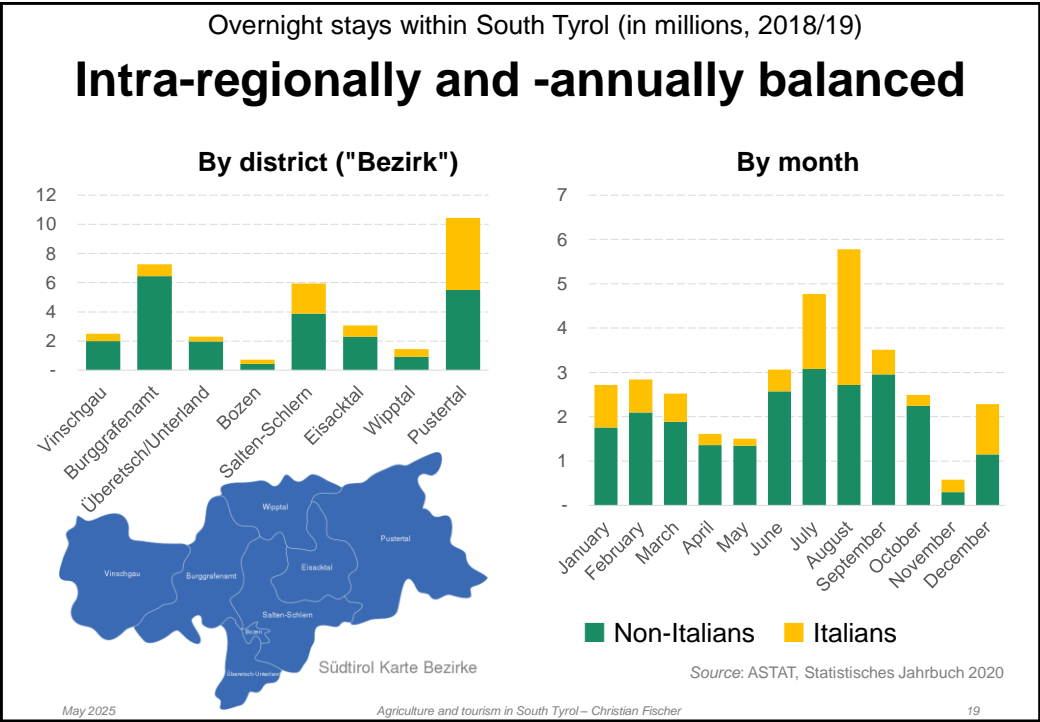
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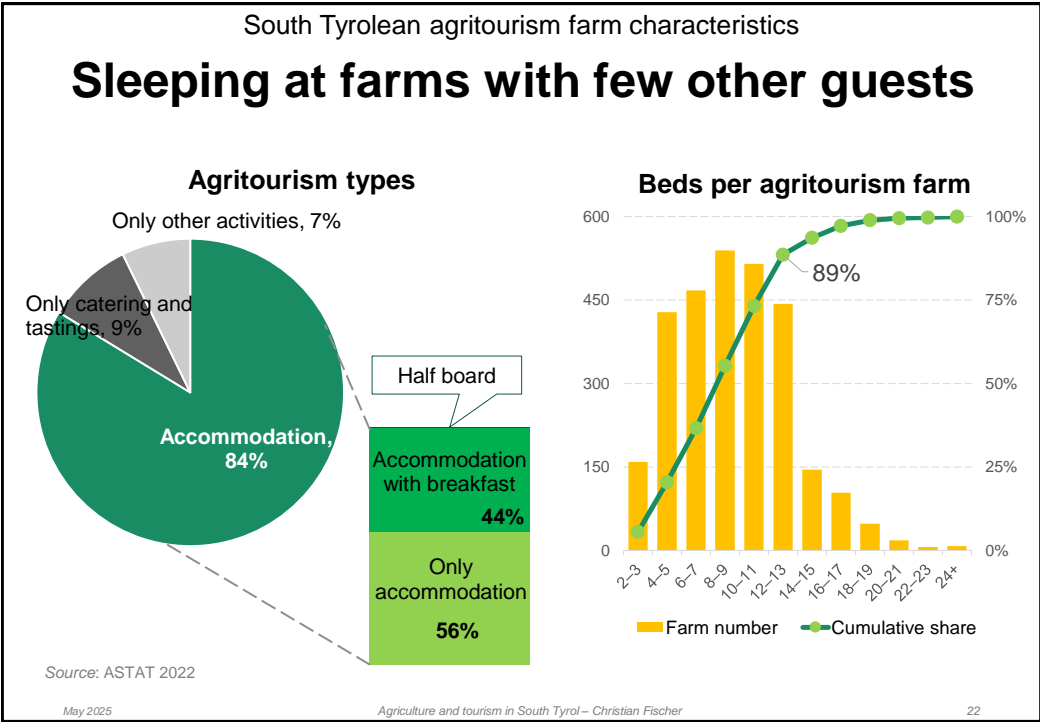
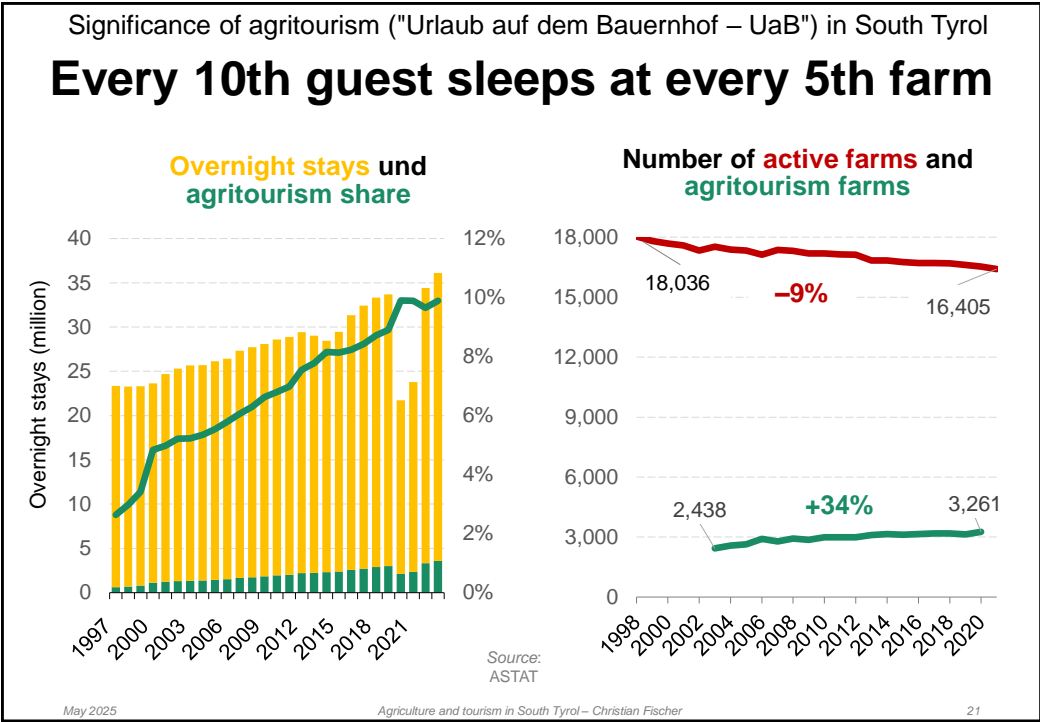
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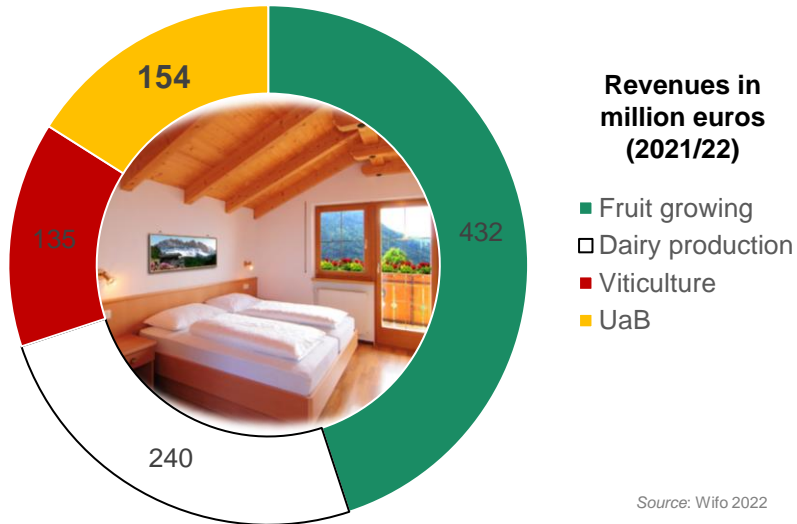






Agritourism as income source for South Tyrolean farms

Third most important money maker



Source: Wifo 2022

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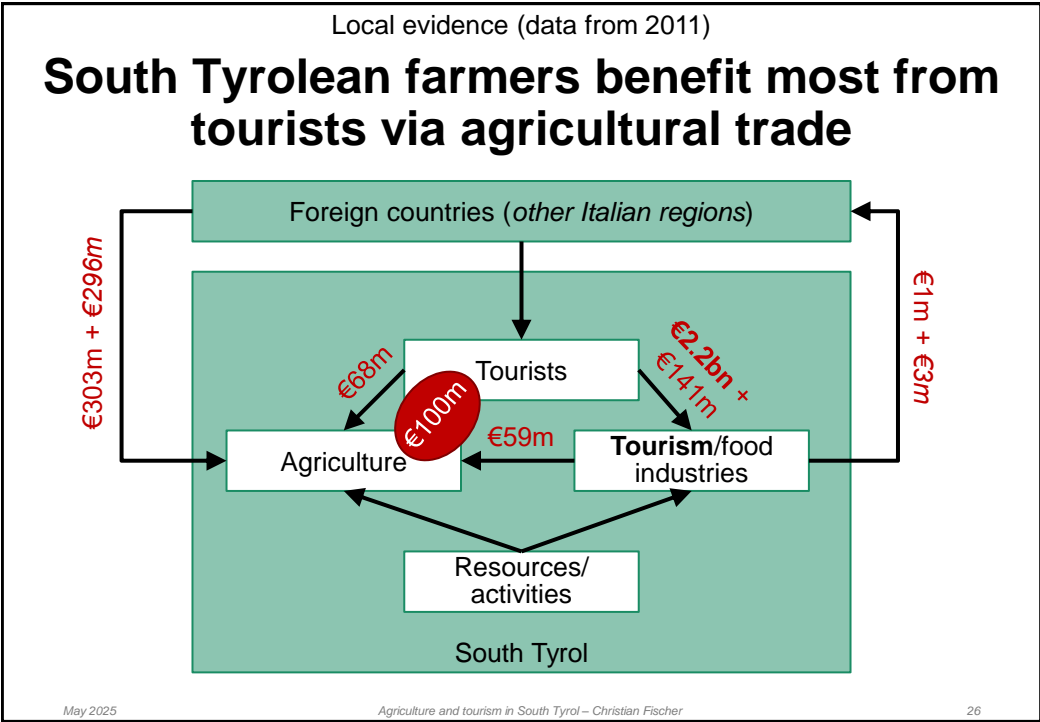
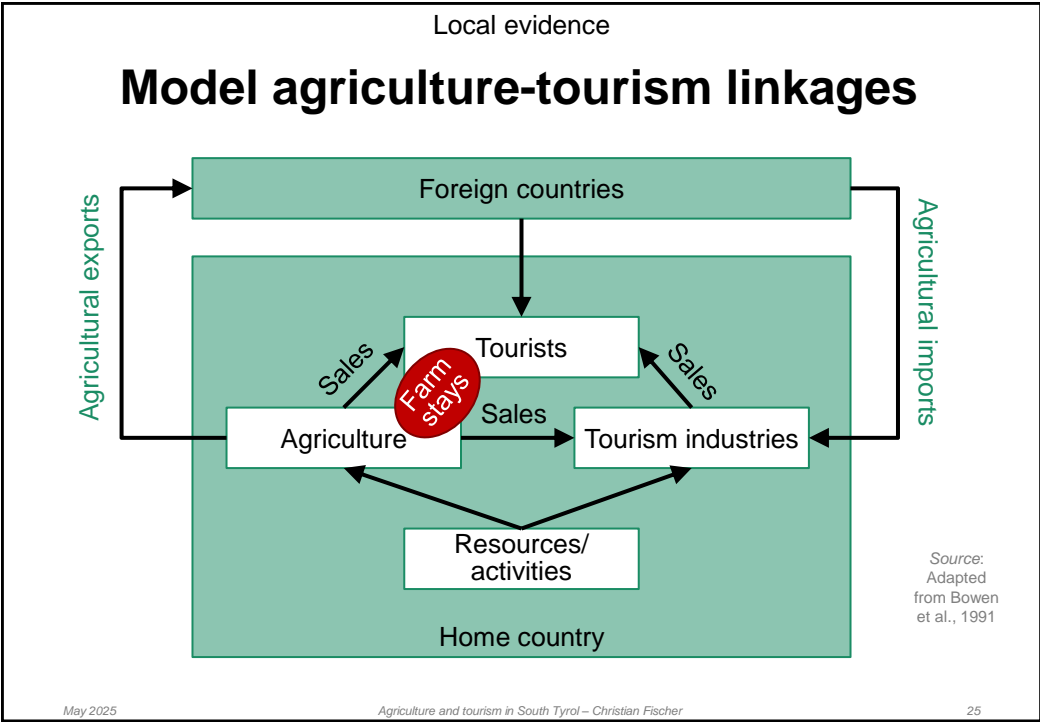
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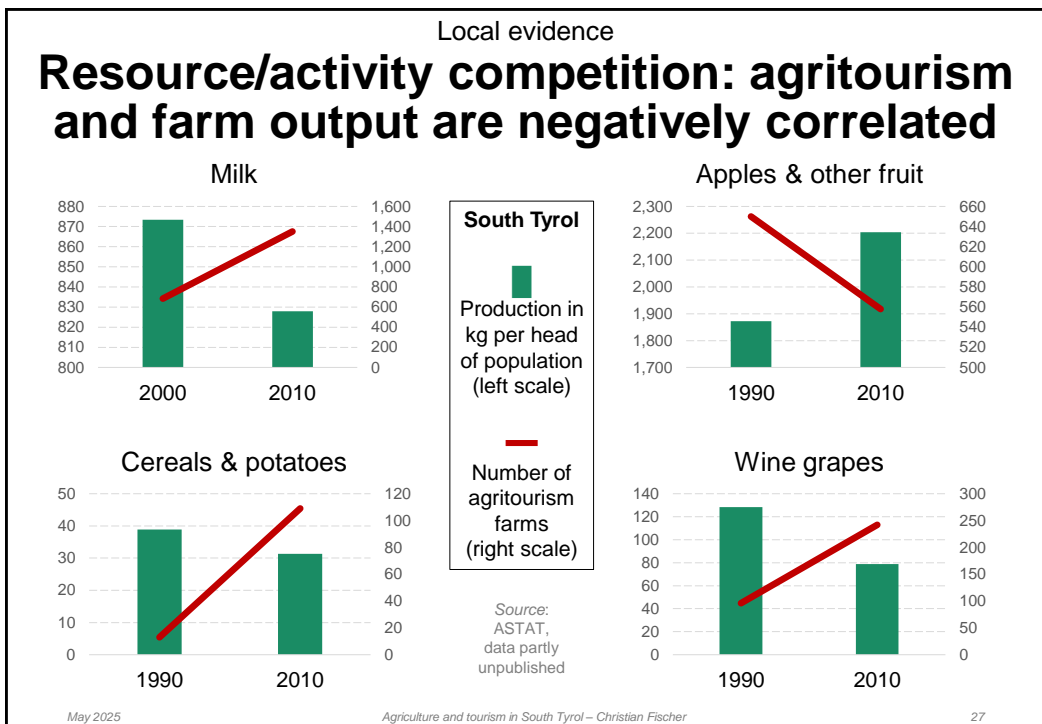


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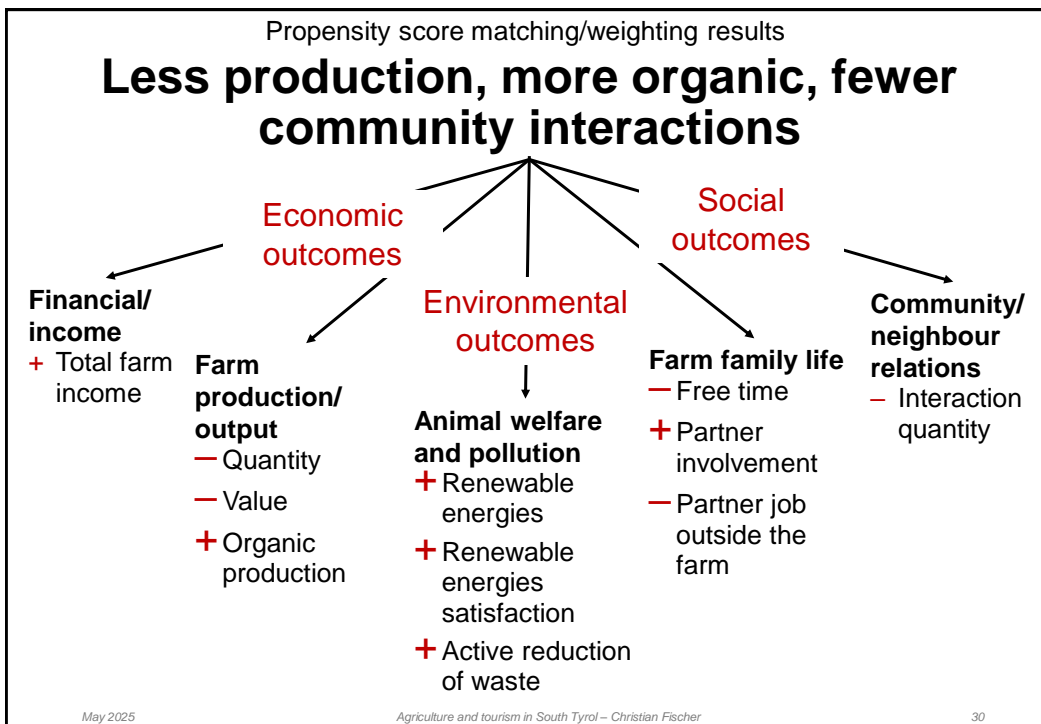
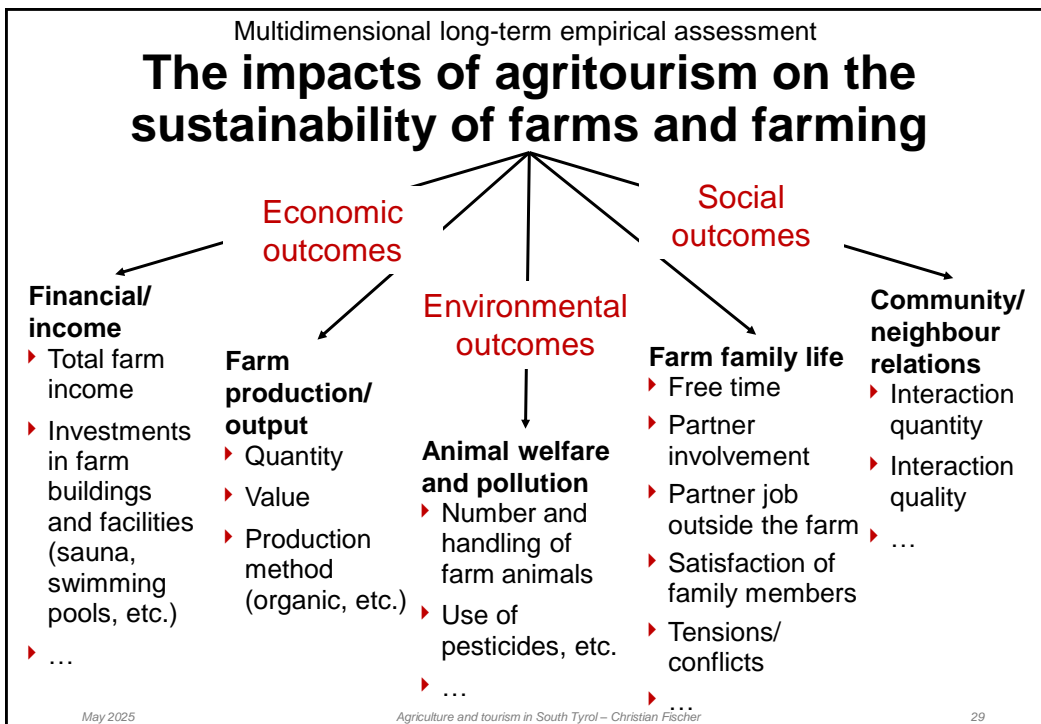


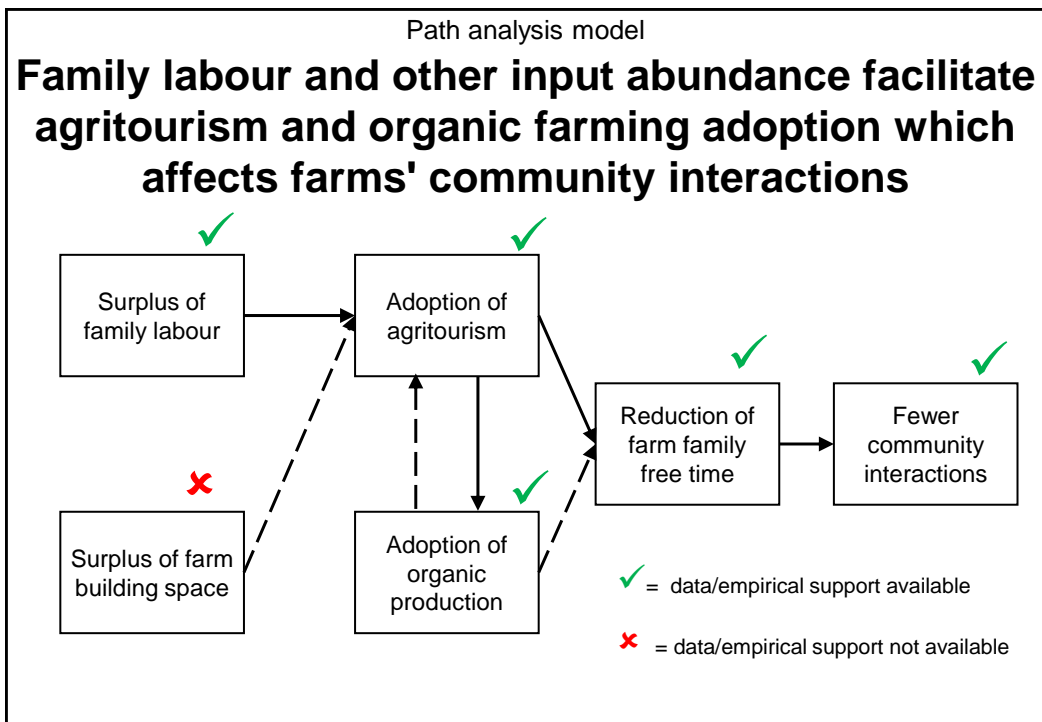
Agenda

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- Background
- Status quo
- Income generation
- Sustainability**
- Conclusions

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Agriculture and tourism in South Tyrol – synergies and conflicts

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- Value creation
- Sustainability
- Conclusions**

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Conclusions

Agritourism light and shadow

- ▶ In South Tyrol, tourists are a significant farm income source (30% of agricultural sector revenues while tourists are in the province plus another 60% through agricultural exports to tourist origin locations)
- ▶ Too much agritourism (i.e., farm activity diversification) can be counterproductive from a food security/local food supply policy point of view
- ▶ The sustainability record of agritourism is mixed – in some aspects, agritourism farms are more in others less sustainable than non-agritourism farms



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